

**WHAT IS CLAIMED IS:**

1. A printhead comprising:
  - plural recording elements that are divided into plural blocks and driven per divided block;
  - an input unit for inputting an initial value of a selection order of the blocks in order to drive the recording elements; and
  - a selection unit that selects, on the basis of the inputted initial value, the blocks for driving the recording elements according to the selection order of the blocks.
2. The printhead of claim 1, wherein the selection unit includes a repeat selection unit that autonomously and periodically repeats the selection order using an inputted signal.
3. The printhead of claim 2, wherein the repeat selection unit includes a synthesizing unit that generates a synthesized signal in which enable signals of the recording elements are synthesized, and autonomously and periodically repeats the selection order using the synthesized signal.
4. The printhead of claim 2, wherein the repeat selection unit includes a counter that successively counts the initial value in accordance with an inputted clock signal.
5. The printhead of claim 3, wherein each recording element includes a product

calculation unit having, as inputs, a selection instruction signal of the selection unit, a synthesized signal of the synthesizing unit and a recording signal for recording at each element, and having, as an output, an AND operation of the inputs.

6. The printhead of claim 1, further comprising a memory unit that keeps the initial value and outputs the kept initial value to the selection unit.

7. The printhead of claim 6, wherein, when a new initial value is inputted to the memory unit, the memory unit updates the initial value to the new initial value.

8. The printhead of claim 1, further comprising a generation unit that generates, when recording elements of a number that is less than the number of the plural recording elements are set as drive elements, non-drive data for placing recording elements other than the drive elements in a non-driven state.

9. The printhead of claim 8, wherein the generation unit comprises  
shift registers comprising components corresponding to each of the recording elements,

a switch that is switched, by an inputted connection signal, between a first connection state connected to the neighbor component and a second connection state connected to a non-drive data generator, and

a switch control unit that outputs a connection signal on the basis of position data representing positions of the drive elements.

10. The printhead of claim 9, wherein the second connection state connected to the non-drive data generator is grounded.

11. The printhead of claim 1, wherein the selection unit includes

- a direction signal input unit for inputting a direction signal representing a main scanning orientation when the recording elements are relatively moved and main-scanned, with respect to a recording medium, in a direction intersecting an arranging direction of the recording elements, and
- a reciprocal selection unit that selects the blocks in a selection order of the blocks on the basis of the initial value when the main scanning orientation is a first direction and selects the blocks in a reverse order of the selection order when the main scanning orientation is a direction opposite to the first direction.

12. The printhead of claim 11, wherein the reciprocal selection unit includes

- a forward direction order calculation unit that determines the selection order of the blocks on the basis of the initial value in the case of the first direction,
- a reverse direction order calculation unit that determines the reverse selection order of the blocks by adding to the initial value in the case of the opposite direction, and
- a direction switch that uses the direction signal to switch to the forward direction order calculation unit or the reverse direction order calculation unit.

13. The printhead of claim 12, wherein the reciprocal selection unit includes a counter that successively counts in accordance with a clock signal to which the initial value is inputted, and the forward direction order calculation unit or the reverse direction order calculation unit outputs an added value resulting from a +1 counter to the counter.

14. A recording device comprising:

    plural printheads in order to record an image on a recording medium,  
    the plural printheads comprising a first printhead and a second printhead,

        wherein each of the first and second printheads includes plural recording elements that are divided into plural blocks and driven per divided block, an input unit for inputting an initial value of a selection order of the blocks in order to drive the recording elements, and a selection unit that selects, on the basis of the inputted initial value, the blocks for driving the recording elements according to the selection order of the blocks, with recording elements of a number that is less than the number of plural recording elements being set as drive elements,

        wherein a printhead group arranged with the first printhead and the second printhead is formed so that at least parts of relative positions in an arranging direction of the recording elements of the drive elements of the first printhead and the drive elements of the second printhead are overlapped;  
        and

    a setting unit that sets a first initial value defining a selection order of the blocks corresponding to positions of the drive elements of the recording

elements of the first printhead and sets a second initial value defining a selection order of the blocks corresponding to a displacement amount of positions of the drive elements of the recording elements of the second printhead with respect to positions of the drive elements of the recording elements of the first printhead.

15. The recording device of claim 14, wherein, when the printhead group is arranged so that parts of the relative positions in the arranging direction of the recording elements of the drive elements of the first printhead and the drive elements of the second printhead are overlapped, the number of the drive elements is set to an integral multiple of the number of blocks.

16. The recording device of claim 14, wherein the printhead group is characterized in that the first printhead and the second printhead are staggeringly arranged.

17. The recording device of claim 14, wherein the printhead group is characterized in that the arranging directions of the recording elements of each of the first printhead and the second printhead are reversed.

18. The recording device of claim 14, wherein at least one printhead of the first printhead and the second printhead includes plural recording element groups in the arranging direction of the recording elements.

19. The recording device of claim 18, wherein the plural recording element groups of at least one printhead of the first printhead and the second printhead include different recording element arranging directions.
20. The recording device of claim 14, wherein at least one printhead of the first printhead and the second printhead includes recording elements in each of plural directions parallel to the arranging direction of the recording elements.
21. The recording device of claim 20, wherein the plural recording element groups of the at least one printhead of the first printhead and the second printhead include different recording element arranging directions.
22. The recording device of claim 14, wherein the printheads are recording medium-width recording printheads in which the recording elements are arranged so that they reach a length corresponding to the width of a recording medium.
23. The recording device of claim 14, wherein the printheads are inkjet recording printheads that record by ejecting ink.